CONSUMER TIME

FOOD FLAVORINGS

NETWORK: NBC DATE: February 17, 1945

ORIGIN: WRC TIME: 12:15-12:30 PM-EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration!

And here are Mrs. Freyman and Johnny...

5. JOHN: Haven't you recently heard people saying....

6. WOMAN: It's so exasperating! Other shortages I can understand! But lemon flavoring...why can't I get that?

7. JOHN: And again...

8. BOY: This may be called peppermint candy...but it sure tastes different.

9. JOHN: Or maybe you hear this....

10. WOMAN: Well...at last I can get about all the vanilla I need! But why was it short? And is it going to be scarce again?

11. JOHN: Yes...this is the story of flavorings! Lemon, peppermint, vanilla ...strawberry, mint and cherry...and other delectabilities which we have learned to enjoy, as flavorings in our food!

12. FREYMAN: This is the story of where they come from...and how we use them... and whether we'll have more or less of them this year...

13. JOHN: And why many of your little bottles of gay-colored flavorings... have gone to war!

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14. FREYMAN: First of all, Johnny...so many of our listeners have asked us when there'll be more lemon extract flavoring!

15. JOHN: Yes, lemon flavoring has been scarce. And people are wondering why! Well, there's quite a tale about this...and, because of the nature of this particular story...I think we'd best let a couple of G.I.'s tell it! Suppose we land somewhere in the South Pacific in the early days of the war. A couple of infantrymen are creeping through the underbrush...sniping for snipers. They pause for a moment, to mop their camouflaged faces...

16. FREDDIE: Ahhh...boy! It's HOT!

17. JOE: You're telling me!

18. FREDDIE: I'm burnin' up, I tell you! Gimme the canteen, boy.

19. JOE: Aren't you forgettin' something?

20. FREDDIE: Naw, what?

21. JOE: We split the last drop of water about an hour ago. Or is your memory melting away in the heat?

22. FREDDIE: Hey now wait! What're we going to do? I'm dying of thirst, I tell you.

23. JOE: Maybe it'll rain. What's the matter, anyhow? It's only a couple of miles back to camp.

24. FREDDIE: Look, Joe...it's a funny thing about me, but when I get thirsty, I get thirsty, (PROJECTING SLIGHTLY) Wonder if there're any coconuts around here...

25. JOE: Shhh! Quit making so much noise. We're out to get Japs, not to go berry-pickin'.

26. FREDDIE: Hey! There! By golly, there's a little spring! (OFF) Nice, cool, fresh water...

27. JOE: Hold it, Freddie. You can't drink that, you dope! You'll get typhoid and a thousand other things...

28. FREDDIE: (PROJECTING) It won't hurt me...

29. SOUND: (UNDERBRUSH CRASHING)

30. JOE: (BREATHLESS) Now wait, Fred. Keep your shirt on, can't you! Here's some of that disinfectant. I brought it with me. Look... put the water in the canteen and pour this in it.

31. FREDDIE: Nuts! I'd rather get typhoid than drink that stuff...

32. SOUND: (WATER SPLASHING) (EXCITED) You've lost your mind! Freddie! Freddie! Don't drink that water...

33. FREDDIE: (SOUND OF DRINKING WITH RELISH...SCOOPING THE WATER UP WITH HIS HANDS) Oh boy! It's wonderful! Put that awful disinfectant back in your pocket, Joe! (LAUGH) If I'm going to catch anything ...it's too late now!

34. JOHN: Yes, at the beginning of the war, drinking water was a problem for the Armed Forces. The men just didn't want to drink the ugly-tasting disinfectant which was used to purify strange water. But the Army finally hit on a plan...which has made a whale of a difference to thirsty soldiers. And this plan, as we'll see in a minute...is the reason for the shortage of lemon flavoring! Now, since this discovery, well...the scene we heard in the hot, tepid jungle...would go something like this!

35. FREDDIE: Hey, Joe...I'm sweltering!

36. JOE: Let's find a little stream somewhere...and have a lemonade!

37. FREDDIE: Ahhh, lemonade! Reminds me of sittin' on my back porch at home, in the good old summertime! And Ma coming out of the kitchen with a big pitcher of lemonade in one hand...and some gingersnaps in the other!

38. JOE: Well, so sorry, Pal...we're fresh out of gingersnaps. But mama will fix you the sweetest jungle lemonade you ever tasted. Hey... there's a spring over there, isn't it?

[illegible]. WALDIE: (PROTESTING) It won't work on...

[illegible]. COOKE: (DISCOURAGED GIGGLING)

[illegible]. [illegible]: (CHEERFULLY) Now wait, Ben. Keep your right on, can't you? Here's more of that disinfectant. I brought it with me. Look... put the water in the cauldron and pour this in it.

[illegible]. GEORGE: Huh! I'd rather get wrecked than drink that stuff...

[illegible]. LORD: (WITH DISGUSTING) (SOUTHY) You've lost your mind! Breddie! Breddie! Don't drink that water...

[illegible]. FRODIE: (SOUND OF DRINKING...GULP...GULP...GOOSING THE WATER UP FROM HIS THROAT) Oh boy! That's wonderful! Did that world disinfectant work in your cauldron, Joe? (BURPS) If I'm going to catch anything, it's too late now!

[illegible]. [illegible]: Yes, as the [illegible] of the war, drinking water was a problem for [illegible] forces. The men just didn't want to drink the water [illegible] was used to purify stagnant water. But [illegible] plan...which has made a whole of a difference to the army. And this plan, we'll see to [illegible] the elements of [illegible] flavoring; [illegible] ...the scene we heard in the bar, [illegible]...water [illegible] like this!

[illegible]. WALDIE: Hey, [illegible] good [illegible]!

[illegible]. [illegible]: Let's find a [illegible] [illegible]...and have a lemonade!

[illegible]. [illegible]: [illegible] of [illegible] in [illegible] at home, in [illegible] [illegible]! And in [illegible] [illegible] with a big [illegible] of lemonade in one hand...and some [illegible] in the other!

[illegible]. GOOD: Well, so sorry. Well...we've [illegible] out of [illegible]. The [illegible] will fix you up [illegible] [illegible] lemonade you ever tasted. [illegible] there's a [illegible] [illegible]. [illegible] isn't it?

39. SOUND: WALKING THROUGH UNDERBRUSH

40. FREDDIE: Sure! Look out, alligators, here we come!

41. SOUND: WATER SWISHING

42. JOE: Get some in this cup, too!

43. FREDDIE: Now wouldn't it be nice if I'd forgotten that envelope of lemon powder! Nope...here it is!

44. JOE: And here's something else, don't forget...

45. FREDDIE: O.K., O.K., hand it over. That horrible, smelly disinfectant.

46. JOE: What're you gripin' about? You can't taste it in lemonade, can you?

47. FREDDIE: Naw. Now here we go. A canteen full of water...a drop of disinfectant...and then pour in an envelope full of dried lemonade!

48. SOUND: SHAKING WATER IN CONTAINER

49. JOE: Shake it up like a cocktail.

50. FREDDIE: And drink deep! (SWALLOWING) Ahhh! Now that's what I call <u>good</u>!

PAUSE:

51. FREYMAN: Well, for goodness sake, Johnny! Is it really dried lemonade the soldiers have?

52. JOHN: You can call it that. All our fighting men are given little envelopes of lemon powder, which contain lemon juice powder, Vitamin C, citric acid, sugar, and lemon oil! All they have to do is add it to water.

53. FREYMAN: So this powdered lemonade not only disguises the taste of the disinfectant in water...but it's actually healthful too!

54. JOHN: Sure it is! For one thing, Vitamin C helps prevent scurvy! Then, the citric acid is healthful too. And so's the sugar, of course!

55. FREYMAN: So...that's where most of our lemon oil is going!

56. JOHN: Yes, to our Armed Forces, and to our Allies. And it goes not only to make this lemon powder, but for lemon candy and rations...and lemon extract for Army cooks.

You know, Mrs. Freyman...there's quite a little story on how lemon oil is made.

57. FREYMAN: Suppose you tell it, Johnny...

58. JOHN: Well, before the war, we used to get most of our lemon oil from Sicily. And the Sicilians, you know, squeeze the oil out of the lemon peels...by hand!

59. FREYMAN: How can they ever get enough, Johnny?

60. JOHN: Well, hundreds of them work at it. They sit in front of earthenware jars...and all they have is a sponge and a spoon! They use the spoon to press the oil out of the peel, and take up the oil with the sponge! Very simple, Mrs. Freyman.

61. FREYMAN: Very simple, but it must take a long time!

62. JOHN: It does take time! But many people contend it's one of the finest lemon oils in the world.

63. FREYMAN: And you say we don't get our lemon extract from Sicily anymore?

64. JOHN: No. Because not long ago, this country developed machines for extracting the oil from lemon peels. And the machines were so efficient, that we were soon able to supply all the lemon oil we need. But we've needed so much lemon oil for war uses that we're again importing some from Sicily!

65. FREYMAN: Does that mean we'll be able to have lemon extract flavoring on our shelves again, Johnny?

66. JOHN: We may have more during 1945. The lemon crop here at home will be bigger, for one thing! But here's something I'll bet you didn't know, Mrs. Freyman.

67. FREYMAN: What's that?

[illegible]

[illegible]

[illegible]

68. JOHN: Well...one reason we were so very short of lemons and lemon flavoring for civilian use last year...was the flu epidemic about a year ago.

69. FREYMAN: The flu epidemic? What did that have to do with it!

70. JOHN: Don't you get it? People drank so much lemon juice, trying to get over the flu, that it seems they drank up most of the lemons in storage for 1944! How about that?

71. FREYMAN: (LAUGH) Well that's really a good one, Johnny! And I guess that about tells the whole story of the lemon flavoring situation!

72. JOHN: Now let's continue with CONSUMER TIME'S story of "your favorite flavorings...and where are they now?

73. FREYMAN: Let's talk next about vanilla.

74. JOHN: Ah! Vanilla. There's an interesting one. Romantic, too!

75. FREYMAN: Romantic?

76. JOHN: Certainly! I know some strange and wonderful things about vanilla, Things you've never heard of, probably! And they're true, too!

77. FREYMAN: Well...tell me, for goodness sake!

78. JOHN: (SPANISH ACCENT) Ah-ha, then, Senora! Come with me!

79. FREYMAN: "Senora"! What do you mean?

80. JOHN: (PARENTHETICAL...IN MIKE...NATURAL VOICE) Most of our vanilla usually comes from the island of Madagascar. But since the war we've been getting a lot more from Mexico! (SPANISH AGAIN) So...my charming American friend...come with me, and I will show you a strange, beautiful sight...in old Mexico!

90. FREYMAN: (HALF BEWILDERED LAUGH) Well...this is different...

91. JOHN: (ACCENT) Now we are in gay Mexico...walking along...hand in hand. In the distance are the blue mountains...the fields are green... and the sun is hot. Then...all of a sudden! Look, Senora Freyman!

92. FREYMAN: What, Johnny?

[illegible]

93. JOHN: (ASIDE) My name is "Juan"...not John. Look before you! A field...a field of beautiful orchids! Did you ever see such a sight!

94. FREYMAN: A field of orchids?

95. JOHN: Yes...hundreds of beautiful orchids, all in full bloom! From there, my dear...believe it or not...from the orchid flower, do you get your little bottle of vanilla!

96. FREYMAN: Why I never heard of that, John...I mean Juan... Are you sure vanilla comes from orchids?

97. JOHN: Certainly! Let me show you!
See those people out there working in the orchid field! Wearing gay-colored costumes and big sombreros!

98. FREYMAN: Why...ye-es...

99. JOHN: Do you know what they are doing...working so hard out there in the sun?

100. FREYMAN: I certainly don't..

101. JOHN: They are...how you say in your country...they are pollinating the flowers by hand, so they will produce vanilla beans.

102. FREYMAN: Every single flower?

103. JOHN: Yes...every orchid must be hand-polinated! You don't know what this means? Wait! We will talk to one of the workmen themselves! (CALLS) Renaldo!

104. RENALDO: Si, Senor!

105. JOHN: Tell the American lady how you make vanilla beans from orchids!

106. RENALDO: Well...we take the flower...and with this little stick...we put the pollen from this part of the flower...to this part!

107. JOHN: See...how quickly he does it!

108. FREYMAN: But such a delicate job...and a whole field of orchids! It must take days!

109. RENALDO: It does, Senora! But if we did not do this, the flowers would not bear vanilla beans! And what would the Americans do for vanilla.

110. FREYMAN: You mean...if they weren't pollinated by hand...they wouldn't make vanilla beans at all?

111. RENALDO: Well...a few of them would...a couple of bees pass by now and then and pollinate the flowers! But bees don't very much like these orchids! Maybe the wind blow a little, and do the work! But we cannot depend on the wind and the bees. So...we do it ourself!

112. FREYMAN: Why I think that's simply wonderful!

113. JOHN: Surprising, no? Thank you, Renaldo.

114. RENALDO: De nada, Senor!

115. JOHN: (NATURAL) And so we leave the beautiful orchid fields of old Mexico...where the natives in their colorful costumes, work all day among the flowers...so that we Americans may have...vanilla.

116. FREYMAN: (LAUGH) Oh, Johnny! Stop it! You sound like a travel talk!

117. JOHN: Well, we traveled, didn't we? But really, now, Mrs. Freyman... you didn't know all that, did you?

118. FREYMAN: I certainly didn't!

119. JOHN: No doubt the orchid corsage you wear to a dance...could have been a vanilla bean!

120. FREYMAN: What happens to the vanilla beans, Johnny? What do they do with them?

121. JOHN: Well, they're picked...and set out on mats to dry in the hot sun. Then they're packed up and sent to this country. We put them in big perculators...perculate them through alcohol...and there's your vanilla!

122. FREYMAN: And what about our supplies of vanilla for this year?

123. JOHN: Fairly good! There were two reasons why it was short. One, the Armed Forces needed a great deal...and two, shipping from Madagascar has been difficult. But with the large Mexican crop, we seem to be in pretty good shape as far as vanilla extract is concerned.

124. FREYMAN: Than...what about imitation vanillas?

125. JOHN: Well, they're very good too, you know. One kind is made of cloves and another is made from chemicals.

126. FREYMAN: All right, now Johnny...let's take a deep breath...and go on to our next story...on flavorings.

127. JOHN: Shall we talk about peppermint?

128. FREYMAN: By all means!

129. JOHN: Now we know that we've been very short of peppermint flavoring since the war.

130. FREYMAN: And isn't that because our supply used to come from Japan and China?

131. JOHN: Yes...and also because of greater war requirements. So...we've had to increase production here in this country. And it's taken time to develop a big enough crop to supply our needs.

132. FREYMAN: I found out that peppermint flavoring is really a lot more widely used than you'd think! It's important not only for candy and gum...but for toothpaste and soap, and cosmetics!

133. JOHN: To say nothing of medicines! Peppermint flavoring is one of the most popular disguises for bad-tasting medicine!

134. FREYMAN: And then most important of all, Johnny...

135. JOHN: Yes...they make Menthol out of peppermint oil!

136. FREYMAN: (THROUGH HER NOSE) Ad what would we do in the widdertibe if we did'dt have medthol!

137. JOHN: Sure...it's very important...for nose drops and salves and vapors! So...to get a big enough supply of menthol for this country...we had to increase our crops of peppermint.

138. FREYMAN: And since most of that went into menthol our pepperment flavoring was scarce. And that's why lots of peppermint candy tastes different...and many kinds of toothpaste too!

139. JOHN: But the Good Neighbors to the South again helped out. And a big Menthol industry has been started in Brazil! So...we'll be able to use more of our own peppermint crops for real old-fashioned peppermint flavoring again!

140. FREYMAN: Incidentally, Johnny...

141. JOHN: What, Mrs. Freyman?

142. FREYMAN: This may sound like a silly question...but what does peppermint look like, when it grows? It doesn't have red-and-white stripes, does it?

143. JOHN: Peppermint, my dear young lady, is a little green herb, very much like the mint plants in your back yard!

144. FREYMAN: Oh, I see, professor...

145. JOHN: And they distill the oil from the leaves.

146. FREYMAN: Then that's peppermint oil. How do they get the Menthol?

147. JOHN: Very simple. They freeze the peppermint oil...and the Menthol in it automatically crystalizes.

148. FREYMAN: Thank you, professor.

149. JOHN: Well...so far we've told about lemon extract and vanilla...and peppermint. What's next on the list of flavorings?

150. FREYMAN: I think we might mention...that many other flavorings, such as raspberry, cherry, and strawberry are mostly artificial nowadays.

151. JOHN: Yes...that's because the Armed Forces need so much fresh fruit, that there isn't enough left to make flavor extracts.

[illegible]

[illegible]

[illegible]

152. FREYMAN: And you know...while we're on the subject of food flavorings...we won't be going too far afield to mention...that lots of perfumes and toiletries haven't quite the same scent they used to have!

153. JOHN: That's your department, Mrs. Freyman! You tell about that.

154. FREYMAN: Then for instance, lavander is imported from France...and has been impossible to get for a long time. Geranium is used for cosmetic perfumes...and it's scarce because it comes all the way from Madagascar. So it's hard to get now, too!

155. JOHN: And how about jasmine...isn't that an old favorite?

156. FREYMAN: Yes, jasmine is imported from Europe too. And so is rose perfume.

157. JOHN: So...to sum it all up...find that a lot of our favorite cosmetics and toiletries don't have the same fragrance as we're used to! And we also find that some of our food flavorings aren't quite the same!

158. FREYMAN: But we do have the satisfaction of knowing...that many of these food flavorings, in one form or another...are going where they're needed most...to the U. S. Armed Forces!

And that's the story of food flavorings...up to date!

159. JOHN: Now...about next week, on CONSUMER TIME, Mrs. Freyman?

160. FREYMAN: Next week, we're going to have a very special guest...well-known to all NBC listeners. He's Merrill Mueller, NBC War Correspondent, just returned from France, where he was attached to General Eisenhower's headquarters.

161. JOHN: Mr. Meuller...is going to give us an exclusive, first-hand story about the food situation over there...what the French people have or don't have to eat...and what their needs are.

162. FREYMAN: I understand he is a very good friend of General Eisenhower's.

163. JOHN: Yes he is...and he's going to have some interesting stories to tell about the General.

164. FREYMAN: So be sure to be with us next week...to hear NBC War Correspondent Merrill Mueller...tell the inside story...of the food situation in France...in another edition of...

165. SOUND: CASH REGISTER...MONEY IN TILL

166. ANNCR: CONSUMER TIME!

167. SOUND: CASH REGISTER

168. JOHN: How your money buys a living in wartime!

169. SOUND: CASH REGISTER...CLOSE DRAWER.

170. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

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